

Reserve

Division of Extension Information

RECOMMENDATIONS AND ACTIONS
RESULTING FROM 1945 AND 1946 MEETINGS OF EXTENSION EDITOR ADVISORY COMMITTEES

May 1947

1913
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I - Studies

Recommendation

Action

(1) "Further research study to evaluate information media--should be carried on under the guidance of the Division of Extension Information."
(1946)

: Studies under way:

: Effectiveness of SCS bulletins, "Land Facts."
: Status: Outlined. Study to be made in New Mexico.
: Effectiveness of bulletin "My Kitchen," Nebraska.
: Status: Outlined.

(2) "Initiate a series of field studies to determine effectiveness of publications, news, radio, and visual materials." (1945)

: Communication channels to lower income groups, Alabama.
: Status: In tabulation.
: Effectiveness of 4-H publications, Arizona.
: Status: Outline in preparation.

: Effectiveness of radio. Radio leaflet, Wisconsin.
: Status: Report written.

: Effectiveness of radio program, KSAC, Kansas.
: Status: Outline in preparation.

: Effectiveness of radio programs, Pennsylvania.
: Status: Planning under way.

: Studies proposed:

: Effectiveness of radio programs, Northeast region.

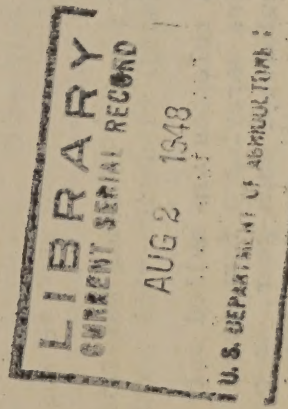
: Effectiveness of "Market News Information."

: Studies completed:

: Effectiveness of the "Connecticut Homemaker." (1946)

: Effectiveness of the "Extension Service Review." (1946)

NOTE.-This statement reports actions taken only on those recommendations that were made to the USDA and Federal Extension Service. Recommendations made to State Extension Services are not included.



Recommendation

II - News

Action

- That -
- (1) "News service to editors be developed to the extent that more interpretive material on post-war planning be provided, with the idea of saving State editors' time in studying and analyzing significant programs."
 - (2) "A more careful and complete job be done in connection with the release of news concerning orders and directives, specifically as they pertain to such subjects as price supports, subsidies, and allied fields. We recommend that a special service to editors spelling out the operations of price supports on the State level be initiated."
 - (3) "Continuation of the news service 'exclusive to extension editors' is requested."
 - (4) "In general, USDA press releases to daily newspapers are being handled in a satisfactory manner. It is urged that mail releases, where possible, be routed through State extension offices, that they may be improved by localization. The editors would also appreciate periodic lists of daily newspapers receiving the releases by mail."

- (1) The Committee on Postwar Planning made a special effort to accomplish this, issuing a regular letter until this project was considered to be established.
 - (2) Production and Marketing Administration, through the efforts of J. B. Hasselman, has maintained this service as far as possible.
 - (3) This service is being maintained, in the volume that personnel situation will permit.
 - (4) USDA releases are mailed only on request to newspapers carrying a farm page. The list is circularized each year, as required by law, and all addresses dropped from which no response is received. Each State extension editor receives a copy of the USDA release at the same time the farm editors of his daily newspapers receive theirs, which seems to be the best working arrangement we can develop at present. This is particularly true in view of the fact that the three wire services covering the USDA also release pertinent information to their subscribers.
- A list of newspapers in a State receiving USDA releases could be furnished on request at any time. Because of frequent change, it would be better to wait until the editor is ready to use the list before requesting it.

III - Magazine Facilities

Recommendation

Action

That -

(1) Work with farm magazines be continued.

(2) Greater use be made of agricultural and industrial house organs.

(3) General improvement be made in "the Extension Service Review so that it will compare favorably with magazines in competitive fields. Extension editors are negligent in servicing the Extension Service Review. Greater cooperation is necessary if it is to be improved. Extension editors should put as much preparation time on Extension Service Review items as they do on contributions to similar magazines. At the present time high readership of the REVIEW among extension personnel is doubtful."

(1) This has been done, as shown in recent magazine report.**

(2) Limited staff and funds have made it impossible to expand this activity. (See magazine report.)

(3) Division of Extension Information worked hardest on this recommendation. Assuming that format was what the editors had in mind, we started there, since the REVIEW format does suffer in comparison with other competitive magazines.

The present budget of \$6,000 is not enough to carry on the magazine as it is. A new format was developed calling for necessary improvements, but it reached the Office of Information when budgetary conditions were such that it was inadvisable to request more. The matter is still getting active attention and it is hoped some definite action can be obtained during the coming year.

** This report can be consulted on request.

IV - Radio Facilities

Recommendation

- (1) "We urge the continued effort of Director M. L. Wilson and other members of the United States Department of Agriculture to maintain and strengthen educational radio in the various States."
- (2) "To maintain preferred positions on networks, every effort should be made to provide acceptable speakers and personnel in order to meet the high standards of network programs. We urge more use of people from various States for live network programs."
- (3) "We recommend that even more personnel should be provided to conduct training schools in the States, thereby further strengthening the radio training program."
- (4) "That farm flashes emphasize basic research within script, with less emphasis on campaign material; develop and utilize within script, background materials for follow-up of national spot releases."
- (5) Recommendations also were made relating to the transcription service and to the Homemaker Chats script service, but Radio Service found it necessary to discontinue both of these services.

Action

- (1) Training schools, correspondence, presentations to the Federal Communications Commission, and studies to ascertain the effectiveness of extension radio have been continued in an effort to "strengthen educational radio" as an important extension tool.
- (2) At present, the only regular network time available to the USDA, other than Consumer Time, is 5 minutes on ABC for "The Business Side of Farming," and 5 minutes on NBC's Farm and Home Hour for "USDA Headlines." However, both networks are very cooperative in giving additional time and pick-up facilities for such special events as National Home Demonstration Week, National 4-H Club Week, and the like. Radio Service and our staff will continue to seek the best possible speakers from States for such occasions and earnestly request the cooperation of the State extension editors concerned in their selection.
- (3) The Radio Service and the Extension Service are anxious to continue and improve the training schools held in cooperation with the State extension services. Lack of personnel and budget limitations are problems still to be surmounted, but every effort will be made to do so.
- (4) Every effort is being made to make the farm-flash service most useful to State extension editors. Here again, budget limitations are the chief difficulty.